The Dun & Bradstreet Corporation

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News

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NEW BUSINESS INCORPORATIONS REGISTER SLIGHT DECLINE

NEW YORK, Feb. 4--New business incorporations in October decreased 1.7 percent to 59,785 from 60,837 in October 1985, according to The Dun & Bradstreet Corporation.

In the first ten months of 1986, new incorporations totaled 585,151, an increase of 5.4 percent over the 555,230 new incorporations in the same period in 1985.

"While the decline in new incorporations was felt throughout most of the country, the agriculture and oil-producing areas continue to be the hardest hit. Nevertheless, the ten-month totals continue to outpace 1985 levels," said Joseph W. Duncan, corporate economist and chief statistician of The Dun & Bradstreet Corporation.

Of the 37 states reporting year-to-date increases in the first ten months of 1986, 11 had gains of 10 percent or more. The largest increases in new incorporations

occurred in Connecticut, up 25.9 percent to 10,670; Maine, up 16.7 percent to 2,496; and North Dakota, up 16.1 percent to 809. The states recording the sharpest losses were Alaska, down 24.5 percent; South Carolina, down 16.2 percent; and New Mexico, down 13.8 percent.

Eight of the nation's nine U.S. Bureau of the Census regions reported year-to-year increases in new incorporations for the first ten months of 1986. The largest regional gains were in the New England states, up 13.9 percent; the Middle Atlantic states, up 8.1 percent; and the Pacific states, up 7.1 percent. The West South Central states, down 5.4 percent, was the only region to report a decline.

Month of October

Compared with year-ago levels, 17 states registered decreases of more than 10 percent in October. The states with the greatest declines were Hawaii, down 34.0 percent to 192; Connecticut, down 29.3 percent to 976; and Illinois, down 28.2 percent to 2,211. Of the 19 states reporting annual increases, the greatest gains were in South Carolina, up 65.3 percent; Maryland, up 29.2 percent; and Mississippi, up 25.9 percent.

Seven of the nation's nine U.S. Bureau of the Census regions recorded decreases in new incorporations over the comparable 1985 period. The largest declines were in the East North Central

states, down 16.4 percent; the West South Central states, down 11.9 percent; and the Mountain states, down 11.4 percent. The South Atlantic and Pacific states were up 13.1 percent and 1.8 percent, respectively.

Florida reported the largest number of new incorporations in October with 7,602; followed by New York with 6,583; California with 6,049; and Texas with 3,068. On a percentage basis, new incorporations in Florida and New York increased 17.0 percent and 2.6 percent, respectively. In California and Texas, new incorporations declined 34.0 percent and 11.5 percent, respectively.

On a seasonally adjusted basis, 57,211 new incorporations were recorded in October, a decline of 1.9 percent from the 58,329 reported in October 1985.

The Dun & Bradstreet Corporation is the world's largest marketer of business information and services, with worldwide revenue of $3.1 billion in 1986.

(See Attached Tables)

NEW BUSINESS INCORPORATIONS BY STATES AND GEOGRAPHIC REGIONS
(Not Seasonally Adjusted)

	Oct. 1986	Sept. 1986	% Change Sept. 1986 Oct. 1986	Oct. 1985	% Change Oct. 1985 Oct. 1986	--Total Ten Months-- 1986	1985	% Change 10 Months '85-'86
NEW ENGLAND	3,480 E	3,240 E	7.4	3,801	-8.4	34,939 E	30,664	13.9
Maine	245 E	248 E	-1.2	240	2.1	2,496 E	2,138	16.7
New Hampshire	312	273	14.3	314	-0.6	3,184	2,890	10.2
Vermont	149	134	11.2	159	-6.3	1,498	1,440	4.0
Massachusetts	1,512	1,280	18.1	1,427	6.0	14,176	13,165	7.7
Connecticut	976	1,021	-4.4	1,381	-29.3	10,670	8,474	25.9
Rhode Island	286	284	0.7	280	2.1	2,915	2,557	14.0
MIDDLE ATLANTIC	10,958	10,520	4.2	11,160	-1.8	109,061	100,914	8.1
New York	6,583	6,204	6.1	6,416	2.6	64,137	60,390	6.2
New Jersey	2,719	2,639	3.0	3,060	-11.1	27,979	25,712	8.8
Pennsylvania	1,656	1,677	-1.3	1,684	-1.7	16,945	14,812	14.4
EAST NORTH CENTRAL	6,874	6,260	9.8	8,224	-16.4	70,897	68,836	3.0
Ohio	1,451	1,252	15.9	1,498	-3.1	15,479	14,491	6.8
Indiana	920	797	15.4	886	3.8	8,845	8,164	8.3
Illinois	2,211	2,041	8.3	3,078	-28.2	22,155	22,487	-1.5
Michigan	1,756	1,676	4.8	2,196	-20.0	18,885	18,273	3.3
Wisconsin	536	494	8.5	566	-5.3	5,533	5,421	2.1
WEST NORTH CENTRAL	2,778	2,810	-1.1	2,876	-3.4	28,325	27,288	3.8
Minnesota	785	739	6.2	838	-6.3	8,021	7,597	5.6
Iowa	358	318	12.6	356	0.6	3,605	3,448	4.6
Missouri	918	1,155	-20.5	901	1.9	9,366	8,550	9.5
North Dakota	79	68	16.2	79	0.0	809	697	16.1
South Dakota	76	69	10.1	86	-11.6	812	789	2.9
Nebraska	206	188	9.6	212	-2.8	2,182	2,223	-1.8
Kansas	356	273	30.4	404	-11.9	3,530	3,984	-11.4
SOUTH ATLANTIC	16,870 E	14,665 E	15.0	14,912 ER	13.1	150,920 ER	141,084	7.0
Maryland	1,693	1,337	26.6	1,310	29.2	13,622	11,923	14.2
Delaware	2,687	2,665	0.8	2,345	14.6	24,250	21,810	11.2
Washington, DC	188 E	187 E	0.5	188 E	0.0	1,878 E	1,825	2.9
Virginia	1,347	1,295	4.0	1,356	-0.7	13,938	12,546	11.1
West Virginia	209	219	-4.6	198	5.6	2,081	2,057	1.2
North Carolina	956	1,063	-10.1	1,038	-7.9	10,508	9,793	7.3
South Carolina	491	487	0.8	297 R	65.3	5,198	6,204	-16.2
Georgia	1,697	1,125	50.8	1,681	1.0	14,680	14,786	-0.7
Florida	7,602	6,287	20.9	6,499	17.0	64,765 R	60,140	7.7

NEW BUSINESS INCORPORATIONS BY STATES AND GEOGRAPHIC REGIONS
(Not Seasonally Adjusted)

	Oct. 1986	Sept. 1986	% Changes Sept. 1986 Oct. 1986	Oct. 1985	% Change Oct. 1985 Oct. 1986	--Total Ten Months-- 1986	1985	% Change 10 Months '85-'86
EAST SOUTH CENTRAL	2,357	2,277	3.5	2,385 E	-1.2	22,684	21,837	3.9
Kentucky	674	691	-2.5	653	3.2	6,578	6,601	-0.3
Tennessee	777	724	7.3	814	-4.5	7,753	7,284	6.4
Alabama	585	541	8.1	663	-11.8	5,816	5,305	9.6
Mississippi	321	321	0.0	255 E	25.9	2,537	2,647	-4.2
WEST SOUTH CENTRAL	4,939	4,358	13.3	5,609 R	-11.9	53,330	56,377	-5.4
Arkansas	299	487	-38.6	410	-27.1	4,897	4,533	8.0
Oklahoma	540	591	-8.6	742 R	-27.2	6,399	7,042	-9.1
Louisiana	1,032	770	34.0	989	4.3	10,015	9,953	0.6
Texas	3,068	2,510	22.2	3,468	-11.5	32,019	34,849	-8.1
MOUNTAIN	3,701	3,806	-2.8	4,179	-11.4	40,679	38,857	4.7
Montana	110	99	11.1	135	-18.5	1,182	1,183	-0.1
Idaho	110	114	-3.5	141	-22.0	1,453	1,368	6.2
Wyoming	71	69	2.9	73	-2.7	776	876	-11.4
Colorado	1,180	1,362	-13.4	1,481	-20.3	13,333	11,912	11.9
New Mexico	187	193	-3.1	183	2.2	2,023	2,346	-13.8
Arizona	929	929	0.0	1,041	-10.8	10,940	10,832	1.0
Utah	309	290	6.6	342	-9.6	3,276	3,104	5.5
Nevada	805	750	7.3	783	2.8	7,696	7,236	6.4
PACIFIC	7,828 E	7,540 E	3.8	7,691	1.8	74,316 R	69,373	7.1
Alaska	129	117	10.3	174	-25.9	1,430	1,895	-24.5
Washington	944	728	15.9	863	-2.2	8,202	7,850	4.5
Oregon	614	511	20.2	736	-16.6	6,076	5,977	1.7
California	6,049	6,002 E	0.8	5,627	7.5	56,327	51,105	10.2
Hawaii	192 E	182 E	5.5	291	-34.0	2,281 R	2,546	-10.4
TOTAL U. S. (unadjusted)	59,785 E-P	55,476 E-P	7.8	60,837 ER	-1.7	585,151 ER	555,230	5.4
TOTAL U.S. (seasonally adjusted)	57,211 P	57,310 P	-0.2	58,329 R	-1.9			

E = Estimated - California provided estimated figures for July & August on 10/6/86 and for September on 10/30/86.
P = Preliminary

Source: Economic Analysis Department, The Dun & Bradstreet Corporation.
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